



April 6, 2015

Preserve, enhance and celebrate urban living

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Hon. Michael Nutter
Office of the Mayor
215 City Hall
Philadelphia, PA 19107

Re: UEDs are inherently dangerous: please veto Bills 140906 and 140907

Dear Mayor Nutter:

Put aside the fact that UEDs, the 6-story full-motion video billboards recently approved by City Council, were overwhelmingly opposed by the Planning Commission; are grossly out of scale with their surroundings; generate no meaningful revenue for the City; and benefit only their owner/operator, two non-profits chosen by that owner/operator, and commercial advertisers. This legislation, now sitting on your desk, should be vetoed because UEDs are inherently dangerous. This flows from the fact that their very purpose, their sole reason for being, is to distract both drivers and pedestrians with their 3,500 square foot animated advertising displays. These behemoths might be fine inside the Linc or Citizens Bank Park. But situated on sidewalks, along major thoroughfares (Broad and Arch Streets), in the heart of pedestrian-friendly Center City, can there be any doubt that they will cause accidents and injuries? The Center City Residents' Association urges you to veto this legislation and to use your "bully pulpit" to persuade members of City Council that this legislation raises serious issues of public safety.

Sincerely,

Jeffrey Braff,
President

Center City Residents' Association is a 501(c)3 organization. The official registration and financial statements may be obtained from the Pennsylvania Department of State by calling toll-free (800) 732-0999. Registration does not imply endorsement.

¹To be absolutely clear, this phrase has been used by the promoters and is not one that CCRA would endorse.